



A guiding design philosophy for the Jeanneau 64 was "ease of use". This certainly applies to trimming the sails, which has been made a one-person job on this elegant 20.1 metre sailer as the electric winches are all within reach of the helm position. Inside, Andrew Winch's experience and skill have enabled all areas to be maximised and to give the impression of space and volume



In the autumn of 2013 the French boatbuilder Jeanneau decided to introduce a new boat to the market that, at 20.1 metres, would be bigger than any it had built before. "We had several successful models between 53 and 57 foot over the previous 10 years," Erik Stromberg, Jeanneau's sailboat production director, says, "and that gave us a pool of about 850 clients, some of whom wanted to go larger."

To design the yard's biggest sailer, he wanted big names: "people who would help us make a small superyacht rather than a big production yacht". Stromberg went straight to the top - Philippe Briand and Andrew Winch, and snared them both.

Stromberg felt that Briand was "the obvious choice" for the naval architecture and exterior styling. Jeanneau was actually Briand's first client, back in 1978. "We designed more than 50 models for them," says the designer, "and we felt well placed to easily merge the two worlds of production and custom yacht building."

The first phone call on the interiors side was to Winch Design, and any concerns Stromberg had about this superyacht company playing in production territory soon evaporated. "The timing was perfect," says Stromberg, "as Andrew was looking to return to his roots." Winch was designing Swan 36s 30 years ago and also worked with Jeanneau on a range of small boats in the early 1990s. "I have a love for sailing yachts anyway," Winch says, "and I think it was the heritage of designing production sailing yachts that first attracted me to this project. I knew it would be a great challenge as production work demands even higher standards of design, because it's not just a question of doing something attractive and practical for one person, but for a far larger market."

Briand was also drawn to the challenge of designing "the best boat for each of our customers, whatever their tastes and experiences". Furthermore these two multiple World Superyacht Awards winners had worked together before - on two superyachts, *Hamilton II* and *Inoui* - and have what Briand describes as a "friendly relationship", a key ingredient in any successful collaboration.

The brief from Jeanneau was to create a turnkey pocket superyacht that was easy to sail, safe, spacious and stylish, and all for less than €1m. The new Jeanneau 64 not only achieves all that, but is a mini-masterpiece in modern yacht design. The hulls and decks are built in vacuum-infused polyester and glass with end-grain balsa cores. The company uses state-of-the-art construction techniques, with 60 per cent of the yacht produced through automated processes: in fact, the facility where the yachts are built has more in common with the McLaren Formula 1 factory in Woking, UK than most shipyards I have visited. Jeanneau has a strict rule that each client has to make all final decisions with regard to specification two months before the start of the build, which is key to ensuring that build times are short: remarkably, just four months from start to finish. It also keeps costs down and is similar to the way you would specify a luxury car: mass customisation brought to the yachting world.

At first glance the Jeanneau 64 is recognisably a Briand: the high topsides, plumb bow and hard chine are reminiscent of *Inoui* and *Gliss*, while the raised mainsheet traveller gives a nod to the wonderful Perini P2. Stepping on board, the impressive finish is immediately apparent, ▶

Small wonder

Philippe Briand and Andrew Winch have come together to create the Jeanneau 64, a pocket superyacht with style, space and a price tag less than €1m, says Tony Harris

PHOTOGRAPHS: WINCH DESIGN; GILLES MARTIN-RAGET



Winch was so impressed he bought one for himself. "I've always wanted a yacht as comfortable as this"



whether it's big or small, is the ergonomic planning," says Winch, "and with the Jeanneau 64 this was the biggest challenge and the key to success. Making the spaces bigger has made the yacht more visually valuable and comfortable."

Throughout the interior all horizontal surfaces are fiddled, cupboards are soft-close, countertops are Corian, handles are covered with stitched leather, wash basins are all wooden bowls, lighting is LED, and interior blinds on hatches and windows are the same as you will find on custom builds. The well-equipped and sensibly laid out galley is the size of many found on much larger yachts and includes a full-size dishwasher. The yacht comes equipped with Bose hi-fi throughout and a 42-inch TV screen, all controllable through your favourite Apple device over WiFi; and the interior options include all the crockery, towels, bed linen and upholstery matched in a way that you would normally see in a boutique hotel.

The Jeanneau 64's standard specification includes an in-mast furling mainsail and self-tacking jib – both by North Sails – although the boat I sailed had the optional Southern Spars carbon rig, with furling genoa and asymmetric spinnaker. All the electric winches can be reached from the helm position so trimming the sails and steering is a one-person job. This certainly cuts down on crew requirements, but more importantly means that the boat can be sailed easily by a couple, and with the standard sails tacking is a manageable manoeuvre with only one person on deck. Under full main and genoa, she tracked well upwind and felt very responsive even in only 10 knots of true wind and she accelerated perceptively as a puff came through.

Yet again, it seems, Briand has drawn an easily driven hull. Off the wind it is a simple matter to fly the asymmetric spinnaker. With the aid of a snuffer it can be deployed and doused in the same way as most superyacht kites, all by just two people with the aid of electric winch buttons.

A key part of the Jeanneau 64's design philosophy is "ease of use". To test this out I decided to park the boat myself in her berth at Les Sables-d'Olonne, the port in the Vendée, in western France, famed for its single-handed sailors and its mammoth tides. With bow and stern thrusters on this model, a very light touch on the throttle was required – not quite joystick parking but pretty close.

There is no doubt that Jeanneau has hit a sweet spot with its new flagship. She is a fully equipped, 20 metre bluewater luxury cruising yacht that, although not performance orientated, feels quick and responsive under sail with systems perfectly set up for shorthanded sailing. She also has superb build quality and enormous accommodation, including up to four guest cabins, three of which can be en suite, plus crew quarters. All for €1m, around a third the price of the equivalent size Swan or Oyster.

All the main protagonists are pleased with her, too. Jeanneau has sold 40 boats since the first one was launched in April 2014 – remarkable when you consider that, according to the company's own research, just 32 yachts of all makes either 19 or 20 metres were sold worldwide in 2013. Briand is proud that she is a "performing boat, very seaworthy, and with more volume inside than any similar boat", while Winch was so impressed he has bought one for himself (with the master cabin in the stern, of course). "I have always wanted a yacht that was as comfortable as this," he says. "In my first 10 days of ownership I delivered her from Les Sables-d'Olonne to Palma and she performed extremely well as an ocean sailing yacht and extremely comfortably as a family cruiser."

His biggest problem, however, will be that he is such an in-demand designer that he might struggle to find the time to tear himself away from his drawing board to enjoy his new boat. But maybe that's not such a bad problem to have. ■

"The important factor in any interior, whether it's big or small, is the ergonomic planning," says Winch. Even on a 20.1 metre such as the Jeanneau, there's room for a sizeable, well-equipped galley, above, as well as three double cabins with en suites



PHOTOGRAPHS: WINCH DESIGN; GILLES MARTIN-RAGET

above and below decks, and is a notable achievement for a boat in this price bracket. Outside spaces for relaxing at anchor are well considered: a large garage door folds down into a perfect sunbathing and swimming platform, and a barbecue and outdoor galley is built into a locker in the aft area of the cockpit, so there is no need to spend much time down below when entertaining. In the lazarette there is space for a tender much bigger than the average for this size of yacht, and a system can be fitted there for easy launching and retrieval.

Down below, Jeanneau offers a number of options for layout and décor and it was the different views of the two designers that brought about the most fundamental alternatives. "Philippe and I had opposing opinions as to where the master cabin should be," explains Winch. "I preferred an aft master cabin and he felt it should be forward, so we developed both and the yard realised that they could offer both options to their clients, which significantly enhanced the market opportunities." Stromberg adds that there are "lots of small configurations to customise each yacht", while Briand points out that "each boat is almost unique as the potential owner may select the boat he likes from the infinite list of options".

The interior is light, airy and contemporary with cabin areas and headroom of the size usually found in a 30 metre sailboat. This is partly due to the voluminous hull that Briand has drawn but clearly Winch's vast experience has been fundamental in creating spaces that seem to be bigger than they are. "The important factor in any interior,

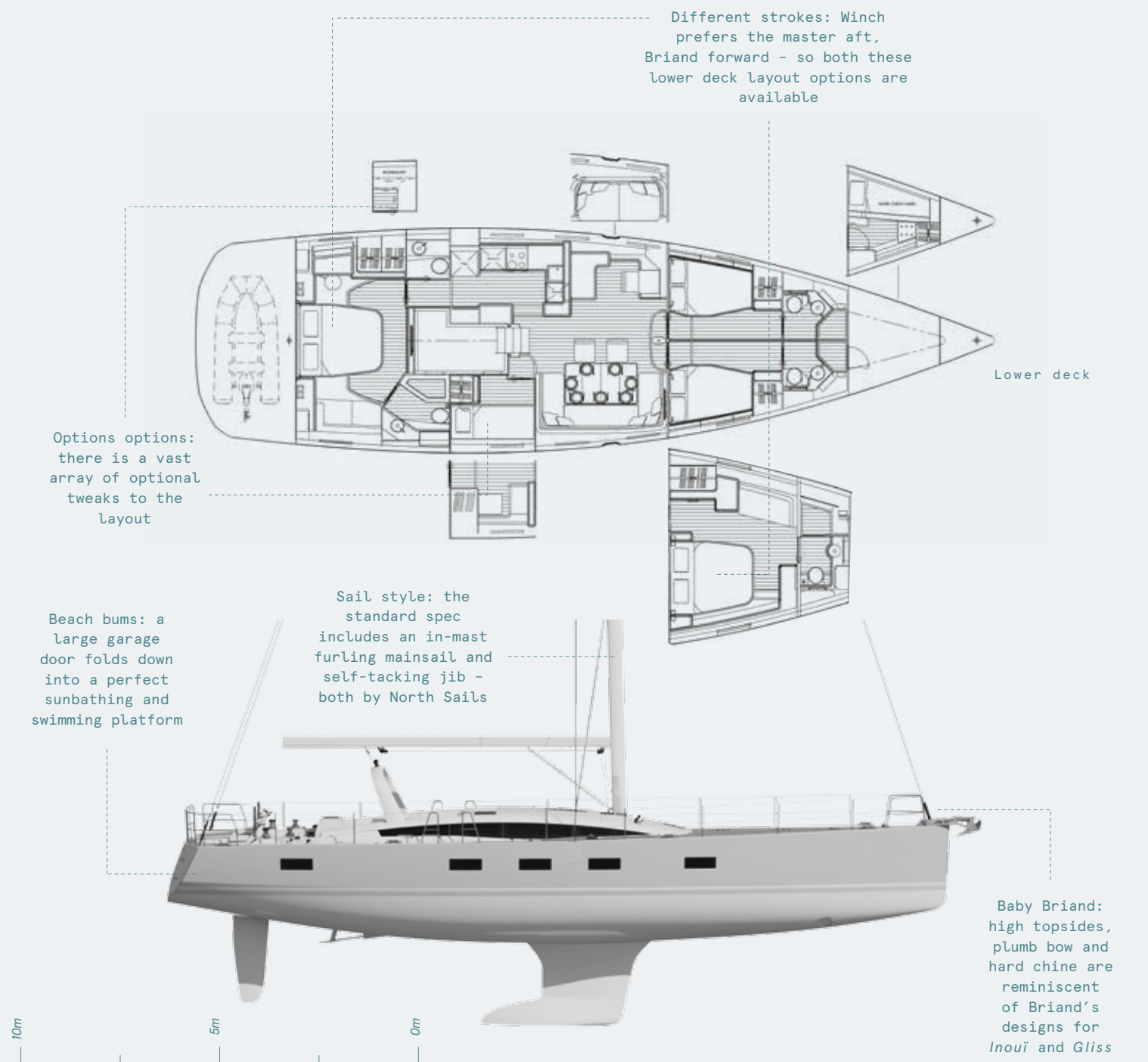
See more on the iPad edition



S P E C S

JEANNEAU 64

JEANNEAU



<p>LOA 20.1m LWL 18m Beam 5.4m Standard draught 2.95m Displacement 31,000kg Engine Volvo D4 180hp</p>	<p>Speed under power (max/cruise) 10.5/9.7 knots Generators Onan 7kW standard (17.5kW option) Fuel capacity 825 litres</p>	<p>Freshwater capacity 1,000 litres Sails/spars North Sails NLUC440 standard (main and jib). Sparcraft Spar and in-mast furler are standard; Furlerboom in-boom furling and classic mast also available</p>	<p>Total sail area Standard 170m²; Classic 209m² Owners/guests 6-10 Crew 2 Tender Williams 285 Jet Tender or Genius 292</p>	<p>Construction Infusion moulded GRP hull and deck Classification CE category A Naval architecture and exterior design Philippe Briand Naval Architecture</p>	<p>and Yacht Design Interior design Winch Design Builder/year Jeanneau/2015 Les Herbiers, France t: +33 2 51 64 20 46 e: e.vinet@jeanneau.fr w: jeanneau.com</p>
---	--	---	---	---	--

PHOTOGRAPHS: WINCH DESIGN; GILLES MARTIN-RAGET



Briand is proud that she is a "performing boat, very seaworthy, and with more volume than any similar boat"



Andrew Winch's intricate interior has a high-end feel, with soft-closing cupboards and stitched leather handles. He is rekindling a relationship with Jeanneau that began in the 1990s

